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B.Com Honours

Semester I

Calicut University

Literatures in English or Communicative English

Course Code: AEC1 • Module 1 Notes

1. Fundamentals of Communication and Language Skills

Communication is the transfer of information from a sender to a receiver with the information being understood by the receiver. In both personal life and professional careers, language proficiency and communicative competence are essential. This module covers the definition, types, and barriers to communication, details the LSRW language acquisition model, and introduces English speech sounds.

Verbal vs. Non-Verbal Communication

Verbal Communication

- **Oral Communication:** Spoken words used in meetings, speeches, and telephone calls. Allows immediate feedback.
- **Written Communication:** Memos, emails, letters, and reports. Provides a permanent record.

Non-Verbal Communication

- **Kinesics:** Body language, facial expressions, eye contact, and gestures.
- **Proxemics:** The use of physical space and distance in interactions.
- **Paralanguage:** Vocal cues such as tone, pitch, and speed of speaking.

Barriers to Effective Communication

Several barriers can distort messages, preventing clear understanding:

- **Physical Barriers:** Environmental factors like background noise, poor lighting, or geographical distance.
- **Psychological Barriers:** Personal emotions, biases, or stress that color message interpretation.
- **Semantic Barriers:** Difficult vocabulary, professional jargon, or language differences.
- **Organizational Barriers:** Rigid hierarchies, lack of clear channels, or excessive bureaucracy.

The LSRW Language Model

Effective language learning follows a logical hierarchy of skills:

1. **Listening:** The receptive skill of processing spoken language. Active listening requires full concentration and feedback.
2. **Speaking:** The productive skill of vocalizing language. Requires clarity, correct pronunciation, and fluency.
3. **Reading:** The receptive skill of interpreting written symbols. Techniques include skimming (reading for main points) and scanning (searching for specific facts).
4. **Writing:** The productive skill of recording symbols. Requires structural cohesion, spelling, and correct grammar.

Introduction to English Phonetics

Unlike languages where spelling matches pronunciation, English contains **44** distinct speech sounds (phonemes) representing only 26 alphabetic letters:

- **Vowels (20 sounds):** Divided into **Monophthongs** (12 pure vowel sounds) and **Diphthongs** (8 gliding vowel sounds).
- **Consonants (24 sounds):** Sounds produced by blocking or restricting airflow (e.g., plosives, fricatives).

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